

## **1. REQUIREMENTS FOR SERVICES**

### **1.1. The content, list of services:**

#### ***1.1.1. Name of the services:***

*Advertise on Kayak and Skyscanner metasearch engine from 16/07/2018-15/07/2019.*

#### ***1.1.2. Directory service:***

+ Advertise on the Kayak metasearch in: France, Germany, Britain, other European countries, Japan, South Korea, Australia, USA, Hong Kong, Singapore, the Asia-PACIFIC.

+ Advertise on Skyscanner metasearch in: France, Germany, Britain, South Korea, Japan, Australia.

### **1.2. Requirements, service standards:**

+ Advertise on the Kayak: according to the criteria specified in section 4.1.2.

+ Advertise on Skyscanner: according to the criteria specified in section 4.2.2.

## **2. BIDDER'S ELIGIBILITY REQUIREMENTS**

**2.1.** Having a valid business registration certificate / legal operation certificate issued in accordance with the law.

**2.2.** Written document that commit the bidder is not in dispute, litigation, conflict of interest or breach of contract with Vietnam Airlines JSC.

## **3. OFFERING PRICE**

**3.1.** Offering price is the price quoted by bidder in the Bidding Price after deducting the discount (if any). The price offered shall include all necessary costs for implementing the bidding package, meeting the requirement of Request for Proposal. The offering price should be in USD.

**3.2.** In case of any discount, the bidder could submit the Letter of price deduction together with the bidding proposal or submit it separately provided that the Letter of price deduction is received by VNA before the deadline of Proposal's submission. If the Letter of price deduction is submitted together with the Proposal Document, the bidder must inform VNA before the deadline of Proposal's submission, or must have the list of the Proposal documents including the Letter of price deduction. The Letter of price deduction must describe in details the contents and measures of deduction applied to specific items in the offered price.

**3.3.** Bidding price should be fill-in according to Form 3-1 or 3-2, signed by the legitimate authorized person

**3.4.** Valid time of Proposal Document

The valid time of Proposal Document is 90 days since the deadline of submission prescribed in Section 3.5 Point b.

**3.5.** Preparation and submission of Proposal Document.

a. The Proposal Document should be typed, printed with inerasable ink and continuous page numbers. The Application for bid, Letter of discount (if any), bidding price and supplementary documents to clarify the Proposal Document (if any) shall be signed by the bidder's legitimate representative. Inserted texts, erased texts, or overwrite in the typed document shall be only valid if accompanied by the signature of the person who signs the application and with company stamp (if any).

b. The Proposal Document should be in sealed bags. The Bidder may submit Proposal Document to the VNA directly or indirectly by courier, by email or by fax before the deadline of submission at 10.00h dated 08<sup>th</sup> July, 2018. The Proposal Documents coming after the deadline of submission shall be non-responsive and rejected by VNA.

c. Proposal Document should be sent to the following address:

MARKETING & SALES DEPARTMENT

VIETNAM AIRLINES JSC

200 Nguyen Son Str., Long Bien District, Hanoi, Vietnam

Contact: Mr. Dang Quoc thang

Tel: (+ 84) 24 38732732-Ext 2933 Fax: (84) 24 38273773

Email: [thangdq@vietnamairlines.com](mailto:thangdq@vietnamairlines.com)

### 3.6. Method of payment:

Payment shall be made after the services provided by the supplier.

## 4. EVALUATION CRITERIA

### 4.1. Listing 01: Advertise on Kayak metasearch

#### 4.1.1. Capacity and Experience Requirements

4.1.1.1. For Kayak's agent:

No	Contents	VNA's Requirement	Evaluation	
			Pass	Not pass
2	The Bidder's copy of financial statements of 2017	Provide	Provide	Not provide
4	List of similiar contracts implemented in last 2 years (2016-2017) with Kayak	Provide	Provide	Not provide
	<b>CONCLUSION</b>		<b>Pass all require ments</b>	<b>Do not pass any of above requirements</b>

4.1.1.2. For Kayak: not required

#### 4.1.2. Technical Requirements

No	Contents	VNA's Requirement	Evaluation	
			Pass	Not pass
1	Ads placement: in one of three positions (top / middle / bottom) in the search results for the routing to Vietnam.	Provide description of the placement and a commitment to meet the placement requirements	Provide	Not provide
2	Location language: Australia: English French: English, French English: English German: English, German Japanese: English, Japanese Korean: English, Korean American / HK/Singapore: English Other European countries / Asia - Pacific: English	Provides a document that commit to meet the language requirement	Provide	Not provide
	<b>CONCLUSION</b>		<b>Pass all requirements</b>	<b>Do not pass any of above requirements</b>

#### 4.2. Listing 02: Advertise on Skyscanner metasearch

##### 4.2.1. Capacity and Experience Requirements

4.2.1.1. For Skyscanner's agent:

No	Contents	VNA's Requirement	Evaluation	
			Pass	Not pass
1	The Bidder's copy of financial statements of 2017	Provide	Provide	Not provide
2	List of similar contracts implemented in last 2 years (2016-2017) with Skyscanner	Provide	Provide	Not provide
	<b>CONCLUSION</b>		<b>Pass all requirements</b>	<b>Do not pass any of above requirements</b>

4.2.1.2. For Skyscanner: not required

#### 4.2.2. Technical Requirements

No	Contents	VNA's Requirement	Evaluation	
			Pass	Not pass
1	Ads placement: Top position in search results for the routing to Vietnam.	Provide placement description and commitment to meet the placement requirements	Provide	Not provide
2	Location languages: Australia: English French: English, French English: English German: English, German Japanese: English, Japanese Korean: English, Korean	Provides a document that commit to meet the language requirement	Provide	Not provide
	<b>CONCLUSION</b>		<b>Pass all requirements</b>	<b>Do not pass any of above requirements</b>

### 5. OTHER REQUIREMENTS

#### 5.1. Preparation and submission of Proposal Document

##### Content of Proposal Document

- a. Proposal Document as well as all documents offer and exchanged documents relating to the competitive shall be made in English or Vietnamese.
- b. Proposal Document prepared by the Bidder shall include the following contents:

##### **For service providers advertising on Skyscanner/Kayak:**

- Proof documents for the Bidder's eligibility:
- + The Bidder's Company Certificate of Registration
- + Written document that commit the bidder is not in dispute, litigation, conflict of interest or breach of contract with Vietnam Airlines JSC.
- + The Bidder's certified copy of audited financial statements of 2017.
- + List of similar contracts implemented in last 2 years (2016-2017) with Skyscanner/Kayak – Form 4.
- Application form for bidding as provided in Form 1.
- Letter of Authorization as provided in Form 2.
- Bidding price as provided in Form 3-1 or/and 3-2.

##### **For the Skyscanner and Kayak**

- The Bidder's Company Certificate of Registration

- Written document that commit the bidder is not in dispute, litigation, conflict of interest or breach of contract with Vietnam Airlines JSC.
- Application form for bidding as provided in Form 1.
- Letter of Authorization as provided in Form 2.
- Bidding price as provided in Form 3-1 (for Kayak) or 3-2 (for Skyscanner)

The Bidder must prepare 01 (one) original of the Proposals

## **5.2. Clarification of Proposal Document**

- a. During evaluating progress VNA may request the bidders to clarify some content in their Proposal Document (including the extraordinary unit price) and ask for supplementing documents in case of insufficiency. The clarification shall not result in any change of the main contents or quoted price of the Proposal Document.
- b. For the consideration, evaluation and comparison of Bid Proposals, VNA may ask any Bidder to clarify his Bid Proposals. The clarification of Bid Proposal may be conducted directly or indirectly in writing.

## **5.3. Evaluation of Proposal Document**

Proposal Document will be evaluated in the following order:

### **5.3.1 Listing 01: advertise on Kayak:**

- a. Verification of the eligibility of Proposal Document, including:

- The time of submission.
- Legitimate authorized signatures in application for bid, Letter of Authorization (if any).
- Valid time of Proposal Document as stipulated in Article 3.4.

- b. Evaluation of the capacity, the experience of suppliers

Bidding document will only be assessed as Pass if meet all the requirements set out **in article 4.1.1**

- c. Assessment of technical requirements to the service:

Bidding document will only be assessed as Pass if meet all the requirements set out **in article 4.1.2**

- d. Price evaluation VNA shall evaluate the offered price of Bidding documents passing the Technical requirements. The Bidder with the lowest evaluated price will be the first in rank. In case there are 02 (two) or more Bidders offer the same price, VNA will take in consideration the negotiated price.

### **5.3.2 Listing 02: advertise on Skyscanner:**

- a. Verification of the eligibility of Proposal Document, including:

- The time of submission.
- Legitimate authorized signatures in application for bid, Letter of Authorization (if any).
- Valid time of Proposal Document as stipulated in Article 3.4.

- b. Evaluation of the capacity, the experience of suppliers

- Bidding document will only be assessed as Pass if meet all the requirements set out **in article 4.2.1**

c. Assessment of technical requirements to the service:

- Bidding document will only be assessed as Pass if meet all the requirements set out **in article 4.2.2**

d. Price evaluation VNA shall evaluate the offered price of Bidding documents passing the Technical requirements. The Bidder with the lowest evaluated price will be the first in rank. In case there are 02 (two) or more Bidders offer the same price, VNA will take in consideration the negotiated price.

#### **5.4. Criteria of the bid winner**

The bidder that meets all following conditions shall be awarded with the bid:

- Having eligible Proposal documents;
- Having name in only one Project Proposal document as the main bidder;
- Has Proposal Document review is Passed in **Article 5.3.1** or **5.3.2**;
- Having the lowest evaluated price after correcting errors & adjusting deviations (if any) and the evaluated price that is not exceeding the approved price of the bidding package. In case there are 02 (two) or more Bidders offer the same price, VNA will invite suppliers to negotiate about the price, the Bidder would have the lowest following negotiation price for each item will be selected.

#### **5.5. Notification of results bidding**

VNA will announce the Bid result to all participant in written after getting approval of the bid result.

#### **5.6. Negotiations, the completion and signing of the contract**

The party invite bid conducting negotiations, finalizing contracts with suppliers of services hit the bid for the contract.

#### **5.7. Petition in the bid**

Within 10 days since the announcement of the bid result the bidders are entitled to petition for the bid result and any relevant issues in the bidding process within 10 days since the announcement of the bid result when their benefits and rights are thought to be impacted as stipulated in Article 72 and 73 of Vietnam Bidding Law, Chapter X, Decree 85/CP.

The Bidder's petition in the bid should be sent to the below address:

MARKETING & SALES DEPARTMENT

VIETNAM AIRLINES JSC

200 Nguyen Son Str., Long Bien District, Hanoi, Vietnam

#### **5.8. Forms**

- Application for bidding
- Letter of authorization
- Bidding price table

- List of similar contracts that have been implemented

**APPLICATION FOR BIDDING**

Date \_\_\_\_\_ month \_\_\_\_\_ 2018

To: **VIETNAM AIRLINES JSC**

Having examined the Bidding Documents of VNA, regarding the provision of ..... (*please clearly specify the name of bid package*), the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide and deliver ..... (*please clearly specify the contents of the bid package*) and undertake to indemnify any loss and error occurred in conformity with the said Bidding Documents and main terms and conditions of the contract, specifications, drawings, annexes ..... with details specified in Bidding Price Table.

If our Bid is accepted, we undertake to complete the delivery of all items in accordance with the terms and conditions stated in the Contract.

This Proposal Document is valid for \_\_\_\_ days, from \_\_\_\_ am/pm, date [*insert the bid closing date and time*].

**Legitimate representative of the bidder**

(Specify name, title, sign and stamp)

**Note:**

(1) If the legal representative of the Bidder grants power to the subordinates to sign into the Letter of Offer, it is necessary to attach the Letter of Authorization under Form 2, this Part. If the Company's Charter, Decision on Branch incorporation or other relevant documents include the assignment to subordinate to sign the Letter of Offer, it is obligatory to attach the copies of the documents (The Letter of Authorization is not needed). Before signing the Contract, the successful Bidder present VNA the notarized copies of the documents. If the initial information is disordered incorrectly, the Bidder is considered as violating Clause 2, Article 12 of Vietnam's Law on Procurement and punished as per Section 15, Part A of the Request for Competitive Offer.



**LETTER OF AUTHORIZATION**

Date \_\_\_\_\_ month \_\_\_\_\_ 2018, place

I *[insert name, ID or passport number, job title as representative of the bidder]*, a legitimate representative of *[insert the name of the bidder]*, have address at *[insert the address of the bidder]* by representing name, job title and signing below, would like to authorize *[insert name, ID or passport number, job title of authorized person]* to perform following duties when participating into the bid for *[insert name of procurement package]* under the project *[insert name of project]* organized by *[insert name of procuring entity]*:

- [ - Sign the Bid Application Form;*
- Sign documents in correspondence with Procuring Entity during the bidding process, including request for bidding document clarification and providing clarification to the bid;*
- Participate in contract negotiation and finalization;*
- Sign claim(s) about bidding process and results (if any);*
- Sign the contract if bid is selected.]*

Authorized person has been only permitted to perform duties mentioned above as the legitimate representative of *[insert name of the bidder]*. *[insert name of the bidder]* is absolutely responsible for duties performed by *[insert name of the authorized person]* under the scope of authority.

This letter of authorization is effective from date \_\_\_\_ to date \_\_\_\_\_. This letter of authorization is made in \_\_\_\_ copies which are of equal validity, the authorized person shall keep \_\_\_\_ copy and the authorizer shall keep \_\_\_\_ copy.

**Authorized person**

*[Insert name, job title; sign and stamp  
(if any)]*

**Authorizer**

*[Insert name, job title as representative  
of the bidder; sign and stamp]*

**Form 03-1**

**Listing 01: advertise on Kayak:**

Location	Placement	Type of Ads	Quantities	Unit price (USD)	Total price (USD)
France/Britain/Germany	Inline Web	CPC	27,000		
	Inline Mob	CPC	20,000		
South Korea/Japan	Inline Web	CPC	6,900		
	Inline Mob	CPC	6,400		
Australia	Inline Web	CPC	11,500		
	Inline Mob	CPC	10,000		
Us/HK/Singapore	Inline Web	CPC	60,000		
	Inline Mob	CPC	21,000		
Other European/APAC	Inline Web	CPC	25,000		
	Inline Mob	CPC	25,000		
<b>A total of</b>			<b>212,800</b>		

**Notes:**

How to calculate tax:

- + For Vietnam suppliers: VAT applied: 10% according to the current regulations of the Government of Vietnam.
- + For suppliers beyond Vietnam: not applicable VAT

**Note:**

- The effect of the Bidding proposal is 90 days from the time of..... hour, day ... .. in 2018
- Prices include taxes (if any)
- Report the results of the advertising campaign (including a screenshot).

**The legal representative of the suppliers of services**

*[Name, title, signature and seal]*

**Form 03-2**

**Listing 02: advertise on Skyscanner:**

<b>Location</b>	<b>Placement</b>	<b>Type of Ads</b>	<b>Quantities</b>	<b>Unit price (USD)</b>	<b>Total price (USD)</b>
France	Inline	CPC	18,000		
Britain	Inline	CPC	18,000		
Germany	Inline	CPC	18,000		
South Korea	Inline	CPC	18,000		
Japan	Inline	CPC	24,000		
Australia	Inline	CPC	18,000		
<b>Total</b>			<b>114,000</b>		

**Notes:**

How to calculate tax:

- + For Vietnam suppliers: VAT applied: 10% according to the current regulations of the Government of Vietnam.
- + For suppliers beyond Vietnam: not applicable VAT

**Note:**

- The effect of the tariff say hello is 90 days from the time of..... hour, day ... .. in 2018
- Prices include taxes (if any)
- Report the results of the advertising campaign (including a screenshot).

**The legal representative of the suppliers of services**

*[Name, title, signature and seal]*

**Form 4**

**LIST OF SIMILAR CONTRACTS THAT HAVE BEEN IMPLEMENTED**

\_\_\_\_\_, date \_\_\_\_ month \_\_\_\_ year \_\_\_\_

Name of the bidder: \_\_\_\_\_ *[Full name of the bidder]*

List of similar contracts implemented, each contract needs that information following:

Name of client	<i>[List the name of client]</i>
Date of implementation	<i>[year]</i>
Project name:	<i>[The full name of the project contract are declared]</i>
Address:	<i>[Records full current address of the investor]</i>
Telephone/fax:	<i>[Telephone numbers, fax number including country code, area code, e-mail address]</i>
E-mail:	
Products	<i>[Record relevant information]</i>
For scale implementation	<i>[Record-scale contract]</i>

**Legitimate representative of the bidder**

(Specify name, title, sign and stamp)